

**Communications Plan**  
**Project title**

Date:

Time:

Event/Announcement:

**Objectives**

**Audiences**

Primary

Secondary

**Approach**

Tools/Accounts:

WEB

SOCIAL MEDIA

CONTENT

DURATION AND FREQUENCY

WORKING WITH PARTNERS

HASHTAGS

**Rollout**

PRE-ANNOUNCEMENT

ANNOUNCEMENT DAY

POST-ANNOUNCEMENT

**Tactics**

**Messaging**

**MONITORING: Social Media Monitoring keywords**

**MONITORING: Stakeholders, partners, media and related Twitter handles**

**Key Performance Indicators**

Desired Outcomes	Tactics	Measures

Appendix A – Social Media posts and Web content publishing

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DATE	TIME	PLATFORM	LANG	MESSAGING/CONTENT	LINK	VISUAL	Comms products / comments
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**EVENT SCENARIO NOTE**

Type of Event

**City, Province**  
**Day, Date, Year**

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**Type of event**

**Event**

*(Consultation begins at insert time)*

Address

**Green Room**

*(Meet in the Green Room at insert time)*

TBD

\* parking availability: (TBC)

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**Accompanying Minister MacKay or M.P.**

Name:

Cell:

Email:

**On-site Justice Department support:**

Name:

Cell:

Email:

**Photographer:**

Name

Cell:

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**Key officials in attendance (as appropriate) :**

Name and affiliation

Name and affiliation

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**Description:**

**Date**

*Insert agenda*

Support to the Minister Communications Items  
Dates XXX to XXX

Event Date	Event Long Description	Location	Purpose/Strategic Objectives Link	Funds	Event Participant	Partners / Other Participants	Event Status	Product Development

## Event planning checklist

Event description	
Date	
Time	
Location	
Rooms	
Photography services	
Signage	
Sound system (Tel Av) <ul style="list-style-type: none"> <li>- Podium</li> <li>- Audio box</li> <li>- Feed box</li> <li>- 2 Floor stand mic</li> <li>- Black draping</li> <li>- 2 Technicians</li> </ul>	
Flags	